

AD# 365-B1-REQ# N-93345-"CLOVER!"-SAU 5" x 13"- (10 13/16" x 13")-2/C, 1987

© Philip Morris Inc. 1987

PLAYERS LIGHTS 25's

5 extra per pack!

I'm in
the clover!



25 for the
price of 20.

Kings
& 100's
Regular and
Menthol



SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

Mfr's suggested pricing based on full-price brands.

Kings: 10 mg "tar," 0.8 mg nicotine -
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

Source: <http://www.industrydocuments.ucsf.edu/docs/fmin0003>

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